

WHAT IS CLAIMED IS:

1. A personal care composition comprising:
 - (i) from about 0.001 to about 10% of a fragrance by weight of the composition comprising from about 0.000001 to about 90% of a terpenoid by weight of the fragrance;
 - (ii) from about 0.0001 to about 30% by weight of the composition of a salt of malonic acid; and
 - (iii) from about 1 to about 99% by weight of the composition of a cosmetically acceptable carrier.
2. The composition according to claim 1 wherein the malonic acid is present as a half neutralized and a fully neutralized acid in a molar ratio ranging from about 1000:1 to about 1:1000, respectively.
3. The composition according to claim 2 wherein the molar ratio is about 2:1 to about 1:200.
4. The composition according to claim 1 wherein the salt has a cationic counterion to malonate which is an inorganic cation selected from the group consisting of lithium, sodium, potassium, magnesium, calcium, ammonium and combinations thereof.
5. The composition according to claim 1 wherein the salt has a cationic counterion to malonate which is an organic cation having from 2 to 1,000 carbon atoms selected from the group consisting of polyethyleneimine, triethanolamine, diethanolamine, propanolamine, monoethanolamine, methylamine, ethylamine,

5 propylamine, isopropylamine, butylamine, isobutylamine, t-butylamine,
pentylamine, isopentylamine, hexylamine, cyclohexylamine, cyclopentylamine,
norbornylamine, octylamine, ethylhexylamine, nonylamine, decylamine,
pyrrolidone, amino acids, 2-amino-2-methyl-1-propanol, dimethylethanolamine,
tris(hydroxymethyl)amino methane and combinations thereof.